PLUS
**BUSINESS**
Limited partnerships:
Will the well run dry?

- Net erosion helps cable more than indies: CAB
- FNN union fights decertification
- L.A. city panel proposes cable user tax
- Cable to dominate, Sat Expo parley told

# CableVision

The news and features weekly of the cable television industry

May 21, 1984

CV1FV20814GAR452 5143/1
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CONGRESSIONAL INFO SERVICE
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## System brokers: Landing on Park Place?

**CableVision**

**This Week in Cable, pages 14-20** May 21, 1984, Volume 9, Number 38

## L.A. MULLS SUBSCRIBER TAX

A proposal currently before the Los Angeles City Council would impose a 10 percent tax on top of a cable subscriber's monthly bill. The new tax would replace a current homeowner levy that now pays for garbage collection.

## AD-SUPPORTED CABLE PAYS

The Cabletelevision Advertising Bureau is touting its latest A.C. Nielsen household data to Madison Avenue media wags. The findings: Despite the perception that independent stations benefit most from broadcast network audience erosion, Nielsen's research shows that ad-supported cable television is the real winner.

## CABLE TAKES THE CAKE

Cable still will have 82 to 87 percent of all video subscribers in 1990, with its competitors splitting the balance, says consultant Jack Pottle of Browne, Bortz & Coddington. He made his comments at Sat Expo '84, held in Denver May 7-9.

## TBS SLIDES, M/A-COM GAINS

Just one week after ABC eclipsed its chance to acquire ESPN, Turner Broadcasting reported a $5.3 million net loss in its opening 1984 quarter. Company officials maintained that TBS, despite the result, will be in the black for all of fiscal 1984. Meanwhile, M/A-COM registered a positive earnings report.

### What's in the sections

PROGRAMMING ..... 21

With little fanfare, Paramount Pictures has been building a potentially important ancillary revenue source: pay-per-view. Its latest offering will be the July presentation of *Terms of Endearment*.

BUSINESS ..... 39

American Cable TV and Storer Cable may get extended construction deadlines for their Phoenix systems from city officials by the end of this week; officials also are considering institution of a three-year cable rate deregulation test.

GOVERNMENT & LAW ..... 45

The continuing battle over must-carry rules moved to Congress recently, with the introduction of legislation that would codify present FCC laws. However, cable industry leaders don't see the bill moving very far before this session of Congress ends. And city officials in Minneapolis are working on yet another change in the city's cable contract with Rogers, this time to insert an economic non-discrimination clause. Local officials fear premium service rates could vary widely across town, now that the rate freeze has been lifted.

### Departments

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### About the cover

Artist Clark Tate uses familiar symbolism to illustrate this week's special report on the cable system brokerage business, and the prognostications of its players.

Pages 23-37

**PLUS**

### The bottom line from the brokers

As the industry continues in a phase of consolidation and economic realism, system prices are holding steady, even increasing. The threat from the much-touted alternate technologies has yet to materialize—and probably won't endanger cable's lead as a purveyor of pay and basic programming. That's the consensus of a panel of cable system brokers assembled for the annual *CableVision Plus* Brokers' Roundtable. Also in *Plus*: Senior Editor Fred Dawson looks at the success of limited partnership offerings in cable, and explores the question of whether the pool of investors will remain large enough to sustain the instrument's widespread use.

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# Film product comparison—May

| Film | Pay | | Networks | | | Distributor |
|---|---|---|---|---|---|---|
| Adam's Woman | | | | | MAX* | Warner Bros. |
| Airplane II | (HBO) | (ST) | TMC* | | | Paramount |
| Alice's Adventures in Wonderland | | ST* | | | | Muller Media |
| The Americanization of Emily | | ST | | | | MGM/UA |
| American Werewolf in London | | | | | MAX | Polly Gram |
| And Now For Something Completely Different | HBO* | | | | | Columbia |
| Andy Hardy Comes Home | | ST | | | | MGM/UA |
| Ask Any Girl | | ST | | | | MGM/UA |
| Auntie Mame | | | | | MAX | Warner Bros. |
| Author! Author! | HBO | (ST) | TMC* | HTN* | | 20th Century-Fox |
| The Awakening | | | TMC | | | Warner Bros. |
| Baby Blue Marine | | | | (HTN) | MAX* | Columbia |
| Beloved Infidel | | | | HTN | | 20th Century-Fox |
| Best Friends | (HBO) | (ST) | (TMC) | (HTN) | MAX* | Warner Bros. |
| Betrayal | | | TMC | | | 20th Century-Fox |
| Best Little Whorehouse in Texas | | ST | (TMC) | | | Universal |
| Best of Everything | | | | HTN | | 20th Century-Fox |
| Big Bad Mama | | | | | MAX | New World |
| The Big Brawl | | | TMC | | MAX | Warner Bros. |
| Black Beauty | | | TMC | | | Gleitzman |
| Blackboard Jungle | | ST | | | | MGM |
| The Black Stallion Returns | HBO | | TMC | | | MGM/UA |
| Blue Skies Again | HBO | | TMC | | | Warner Bros. |
| The Boat/Das Boot | (HBO) | | | | MAX | Columbia |
| The Boogens | | (ST) | (TMC) | | MAX | Sy Fischer |
| Brainstorm | HBO | ST | TMC | | MAX | MGM/UA |
| Breathless | | | | | MAX | Oriam |
| Bring Me the Head of Alfredo Garcia | | | TMC | | | MGM/UA |
| Britannia Hospital | HBO | | | | | AFD |
| Bugs Bunny's 3rd Movie 1001 Rabbit Tales | (HBO) | | TMC | (HTN) | | Warner Bros. |
| Bugs Bunny/ The Road Runner Movie | | | | | MAX | Warner Bros. |
| Carousel | | | | | MAX | 20th Century-Fox |
| Carry On Emanuelle | | ST | | | | Excel Video |
| Champion of Death | | | TMC | | | MGM/UA |
| Chasing Horizons | | | TMC | | | Sanrio |
| Cheech & Chong Still Smokin | | ST* | (TMC) | | | Paramount |
| Circle of Power | | ST | | | | Interfilm |
| Commancheros, The | | | | HTN | | 20th Century-Fox |
| Cops & Other Lovers | | ST* | | | | Cinema Signal |
| The Corn Is Green | | | | HTN | | Warner Bros. |
| Cracking Up | HBO* | | TMC* | | | Warner Bros. |
| A Dangerous Summer | | | TMC | | | Goldwyn |
| The Day The Women Got Even | | | | | MAX | Time-Life Films |
| Deathtrap | | (ST) | (TMC) | HTN | MAX* | Warner Bros. |
| The Deep | | (ST) | | HTN* | (MAX) | Columbia |
| Decision Before Dawn | | | | HTN | MAX | 20th Century-Fox |
| Devonsville Terror | | ST | | | | Atlantic |
| Dog Day Afternoon | | ST* | | | | Warner Bros. |
| Dream Wife | | ST | | | | MGM/UA |
| Dusty | (HBO) | ST* | (TMC) | | | Castle Hill |
| Eating Raoul | (HBO) | (ST) | | | MAX | 20th Century-Fox |
| Emanuelle of Taboo Island | | | | | MAX* | Wrightwood Films |
| The End | | (ST) | | | MAX* | MGM/UA |
| Enter the Dragon | | | TMC | | MAX | Warner Bros. |
| Enter the Ninja | | (ST) | TMC | | | Viacom |
| Everything You Always Wanted to Know About Sex | | | TMC | | | MGM/UA |
| Exposed | HBO* | | TMC* | | | MGM/UA |
| Fallen Angel | | | | | MAX | Not Available |
| Fast Company | | | | | MAX* | HBO |
| Fast Walking | | (ST) | TMC | | (MAX) | Lorimar |
| Father of the Bride | | ST | | | | MGM/UA |
| Fedora | | | | | MAX | Lorimar |
| 5th Dimension, The | | | | HTN | | Chicago Teleproductions |
| Fighting Sullivans, The | | | | | MAX | Crystal Pic |
| Fiona | | ST* | | | (MAX) | Rumson |
| Firefox | | ST | | | | Warner Bros. |
| A Fistful of Dynamite | | | TMC | | | MGM/UA |
| Forced Vengeance | (HBO) | (ST) | TMC* | | | MGM/UA |
| Foxes | | | TMC | | | MGM/UA |
| Friday the 13th | | | TMC | | (MAX) | Paramount |
| Friday the 13th Pt. 2 | | | TMC | | | Paramount |
| Friday the 13th Pt. 3 | | | TMC* | | | Paramount |
| From the Terrace | | | | HTN | | 20th Century-Fox |
| Game for Vultures | | | | | MAX | Caris Enterprises |
| Get Crazy | HBO | | | | | Embassy |
| Gigot | | | | HTN* | | 20th Century-Fox |
| The Godfather | (HBO) | | | | MAX | Paramount |
| The Godfather Part II | HBO* | | | | (MAX) | Paramount |
| Goodbye Emanuelle | | ST | | | (MAX) | Miramax |
| Grand Illusion | | | | | MAX | Janus |
| Greased Lightning | | | | | MAX | Warner Bros. |
| The Grey Fox | HBO | | TMC | | | The Movie Store |
| Guys and Dolls | | | | | MAX | Samuel Goldwyn |
| The Hanging Tree | | | | HTN | | Warner Bros. |
| Hanky Panky | | | | (HTN) | MAX* | Columbia |
| Happy Hooker Goes to Hollywood, The | | | TMC | | MAX | Cannon |
| Happy Hooker Goes to Washington, The | | (ST) | TMC | | | Cannon |
| Harry Tracy | (HBO) | | TMC | | | Movie Store |
| High Road To China | HBO | | | | (MAX) | Galaxy Films |
| The Hollywood Knights | HBO | | | | | Columbia |
| Honky Tonk Man | | (ST) | (TMC) | HTN | (MAX) | Warner Bros. |
| Horror Planet | | ST | | | | Almi |
| The House Where Evil Dwells | | | TMC | | | MGM/UA |
| The Hunger | | ST | TMC | | | MGM/UA |
| Hunter, The | | ST | | | | Paramount |
| If You Could See What I Hear | HBO | (ST) | TMC | | (MAX) | Film Accord |
| The Innocent | | | | | MAX | K-PAY |
| Interiors | | | TMC | | | MGM/UA |
| Intimate Moments | | | | | MAX | Embassy |
| It's Showtime | | ST | | | | MGM/UA |
| I Was Monty's Double | | | | | MAX | Janus Films |
| Jack the Giant Killer | | ST | | | | MGM/UA |
| Jesus | | | TMC | (HTN) | (MAX) | Warner Bros. |
| Jimmy the Kid | | | | | MAX* | New World |
| Jinxed | | | | | MAX | MGM/UA |
| Just Tell Me What You Want | | | | | MAX* | Warner Bros. |
| Kill or Be Killed | | | TMC | | | Viacom |
| The Kingfisher | HBO | | | | | Embassy |
| The King of Comedy | HBO | | | | (MAX) | 20th Century-Fox |
| Kiss Me Goodbye | (HBO) | (ST) | TMC | (HTN) | | 20th Century-Fox |
| Kiss Me Kate | | ST* | | | | MGM/UA |
| The Last American Virgin | | | | | MAX* | Viacom |
| Lenny | | ST | | | | MGM/UA |
| Local Hero | HBO | ST | TMC | HTN | | Warner Bros. |
| Lone Wolf McQuade | HBO* | | | | | Orion |
| A Long Way Home | | | | | MAX | Alan Enterprises |
| Looker | | | TMC | | (MAX) | Warner Bros. |
| Lost and Found | | | | | MAX | Columbia |
| Lost Horizon | | | | | MAX | Columbia |
| Love and Death | | | TMC | | | MGM/UA |
| Love At First Bite | | ST* | (TMC) | | (MAX) | Viacom |
| Manhattan | | ST | | | | MGM/UA |
| Manny's Orphans | | ST | | (HTN) | | Castle Hill |
| Man Who Saw Tomorrow | | | (TMC) | | MAX* | Warner Bros. |
| Man, Woman & Child | | ST* | | | | Paramount |
| The Mating Game | | ST | | | | MGM/UA |
| Miracle of Kathy Miller | | | | HTN | | Universal Pictures |
| The Mirror Crack'd | HBO* | | | | (MAX) | AFD |
| Misty | | | | HTN | | UPA Productions |
| Mother Lode | HBO* | ST* | (TMC) | | | Atlantic |
| Munsters' Revenge | | | | HTN | | Universal Pictures |
| Music Man, The | | | | | MAX | Warner Bros. |
| My Bodyguard | | | TMC* | | (MAX) | Prime Time |
| My Cousin Rachael | | | | HTN* | | 20th Century-Fox |
| My Lady Fair | HBO | | (TMC) | (HTN) | (MAX) | CBS |
| Nana | | ST* | | | (MAX) | Viacom |
| The Next One | | | TMC | | | Wescom |
| A Night In Cassablanca | | | TMC | | | Castle Hill |
| 1941 | | | (TMC) | | MAX* | Columbia |
| O'Hara's Wife | (HBO) | | TMC* | | | Albacore |
| 'Oh, God' | | ST | (TMC) | | MAX* | Warner Bros. |
| On the Town | | ST | | | | MGM/UA |
| On the Waterfront | | | (TMC) | HTN* | MAX* | Columbia |
| The Pirate Movie | | | TMC* | (HTN) | | 20th Century-Fox |
| Poltergeist | HBO | (ST) | TMC* | | (MAX) | MGM/UA |
| Porky's | (HBO) | ST | (TMC) | | MAX | 20th Century-Fox |

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| The Prize Fighter | | | | | MAX | Prize Fighter Ltd |
| The Promise | | | | | MAX | Universal |
| Rataplan | | | | | MAX* | MGM/UA |
| Return of Frank James | | | | HTN* | | 20th Century-Fox |
| Riddle of the Sands | HBO | | TMC | | | Satori |
| Rocky III | | ST | TMC | (HTN) | MAX* | MGM/UA |
| Rules of the Game | | | | | MAX | |
| Same Time Next Year | (HBO) | ST* | (TMC) | HTN | MAX* | Universal |
| Saturday the 14th | | | | | MAX | New World |
| Secrets of the Bermuda Triangle | | | | HTN | | Warner Bros |
| The Seduction | HBO | ST | (TMC) | | (MAX) | Embassy |
| The Sex Machine | | (ST) | | | MAX* | Samuel Goldwyn Co |
| Sherlock Holmes In Pursuit to Algiers | | (ST) | TMC | | | Gutman |
| Sherlock Holmes In Terror by Night | | (ST) | TMC | | | Gutman |
| Silver Dream Racer | HBO | | | | | Almi Group |
| Sink the Bismark | | | | (HTN) | MAX* | 20th Century-Fox |
| Six Pack | | ST* | | (HTN) | (MAX) | 20th Century-Fox |
| Sodom and Gomorrah | | | | HTN* | | 20th Century-Fox |
| Some Kind of Hero | (HBO) | ST | (TMC) | HTN | | Paramount |
| The Sound and the Fury | | | | HTN | | 20th Century-Fox |
| Sounder | | ST | | | | UPA |
| Spirit of St. Louis | | | | | MAX | Warner Bros |
| Split Image | HBO | | | | (MAX) | PolyGram |
| Stardust Memories | | | TMC | | | MGM/UA |
| Star Trek II The Wrath of Khan | (HBO) | ST | | (HTN) | | Paramount |
| Still of the Night | (HBO) | (ST) | | | MAX | MGM/UA |
| Street Car Named Desire | | | | | MAX | Warner Bros |
| Stroker Ace | (HBO) | (ST) | (TMC) | HTN | (MAX) | Warner Bros |
| Summer Lovers | | ST | (TMC) | | | Orion |
| Superchick | | ST | | | | Crown |
| Table for Five | (HBO) | (ST) | TMC | (HTN) | | CBS |
| The Thing | HBO | (ST) | TMC* | | | Universal |
| Tim | | | | | MAX* | Sambri |
| A Time to Die | HBO | | | | | Almi Group |
| Tin Man | HBO | | TMC | | | Goldfarb |
| Tom Sawyer | | ST | | | | MGM/UA |
| Tootsie | HBO | | | | MAX | Columbia |
| To Please a Lady | | ST | | | | MGM/UA |
| Touched | HBO | | | (HTN) | | 20th Century-Fox |
| The Toy | | | (TMC) | (HTN) | MAX | Columbia |

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| The Trouble with Girls | | ST | | | | MGM/UA |
| Twilight Zone-The Movie | HBO | ST | TMC | | | Warner Bros |
| Vice Squad | | ST | (TMC) | | | Embassy |
| Waltz Across Texas | | | | (HTN) | MAX | Atlantic Releasing |
| Wargames | HBO | ST | TMC | HTN | MAX | MGM/UA |
| Warlock | | | | HTN | | 20th Century-Fox |
| Waterhole #3 | | | TMC | | | Paramount |
| The Wedding Party | | | | HTN | | Troma |
| Welcome to LA | | | TMC* | | | MGM/UA |
| What a Way to Go | | | (TMC) | HTN* | | 20th Century-Fox |
| Where the Lilies Blom | | ST | | | | MGM/UA |
| Wild Horse Hank | HBO | | | | (MAX) | GJL Productions |
| Willy Wonka and the Chocolate Factory | | (ST) | TMC | | MAX | Warner Bros |
| Wonder of it All | HBO | | | (HTN) | | Simcom |
| Year of Living Dangerously | HBO | (ST) | (TMC) | (HTN) | (MAX) | MGM/UA |
| Young Doctors in Love | | | (TMC) | | MAX* | ABC Video Enter |
| Young Frankenstein | | | TMC | | MAX | 20th Century-Fox |
| Young Lady Chatterley | | | | | MAX | Oriam |
| The Young Lions | | | | | MAX | 20th Century-Fox |
| Zapped! | | ST | (TMC) | | (MAX) | Embassy |

**Cable Network Legend:**
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

■ Networks in parentheses indicate carriage in December 1983, January, February, March and/or April 1984.

■ An asterisk indicates that the film is a carry-over from December 1983, January, February, March and/or April 1984.

■ In total, 206 films appear on the May schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months, five films have played on all five services, 14 films have played on four of the five services, 21 on three services and 52 on two services. One hundred fourteen were unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this months is MGM/UA with 39, followed by Warner Bros. with 30 and 20th Century-Fox with 25.

■ Dustin Hoffman as "Tootsie" is featured on the cover of HBO's May program guide. "Local Hero" starring Burt Lancaster appears on Home Theatre Network's cover guide. The Movie Channel guide cover presents scenes from "Twilight Zone: The Movie" and "War Games." John Houseman's "Paper Chase: The Second Year," Barry Manilow's concert at Blenheim Palace and "Broadway on Showtime" presenting "You Can't Take it With You" are all featured on Showtime's May program guide cover.

# Top 20 systems

| Rank | Location | Operator | Basic subs | |
|---|---|---|---|---|
| 1 | San Diego, CA | Cox Cable | 241,301 | (3/84) |
| 2 | Woodbury (Long Island), NY | Cablevision Systems | 220,000 | (1/84) |
| 3 | Manhattan, NY | ATC | 187,500 | (12/83) |
| 4 | Houston, TX | Warner Amex | 184,900 | (1/84) |
| 5 | Florida Division[1] | ATC | 179,800 | (12/83) |
| 6 | San Antonio, TX | Rogers Cablesystems | 174,083 | (3/84) |
| 7 | East Orange, NJ | Maclean Hunter | 157,711 | (1/84) |
| 8 | Cincinnati area, OH | Warner Amex | 134,290 | (12/83) |
| 9 | Wayne, NJ | UA Cablesystems | 129,100 | (3/84) |
| 10 | Tulsa, OK | United Cable | 113,053 | (2/84) |
| 11 | Audubon, NJ | Independent | 111,987 | (3/84) |
| 12 | Rochester, NY | ATC | 108,600 | (12/83) |
| 13 | Atlanta, Metro Area[2] | Prime Cable | 106,000 | (2/84) |
| 14 | Baltimore County, MD | Comcast Cable | 106,000 | (3/84) |
| 15 | Erie County, NY | Prime Cable Corp. | 105,537 | (3/84) |
| 16 | Tidewater (Norfolk), VA | Cox Cable | 103,083 | (3/84) |
| 17 | San Jose, CA | Gill Industries | 102,100 | (3/84) |
| 18 | Austin, TX | ATC | 98,900 | (12/83) |
| 19 | Honolulu, HI | ATC | 97,100 | (12/83) |
| 20 | Memphis, TN | ATC | 94,300 | (12/83) |

1. Includes Orlando, FL and Melbourne, FL.
2. Includes DeKalb, GA, Atlanta, GA and East Pt. College, GA.

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

# Top 20 MSOs

| Rank | Multiple system operator | Basic subs | |
|---|---|---|---|
| 1 | Tele-Communications Inc. | 2,766,000 | (1/84) |
| 2 | American Television and Communications Corp. | 2,400,000 | (12/83) |
| 3 | Group W Cable | 1,990,141 | (3/84) |
| 4 | Cox Cable Communications Inc. | 1,482,105 | (3/84) |
| 5 | Storer Cable Communications | 1,371,000 | (12/83) |
| 6 | Warner Amex Cable Communications Inc. | 1,362,000 | (12/83) |
| 7 | Times Mirror Cable TV Inc. | 951,892 | (3/84) |
| 8 | Continental Cablevision | 859,000 | (3/84) |
| 9 | Newhouse Broadcasting[1] | 826,406 | (3/84) |
| 10 | Viacom Cablevision | 743,059 | (3/84) |
| 11 | United Cable Television Corp.[2] | 641,000 | (2/84) |
| 12 | Sammons Communications, Inc. | 588,500 | (3/84) |
| 13 | Rogers Cablesystems, Inc. | 515,844 | (3/84) |
| 14 | Cablevision Systems Development | 479,000 | (2/84) |
| 15 | Comcast Cable Communications | 455,000 | (3/84) |
| 16 | Telecable Corporation | 392,397 | (3/84) |
| 17 | Jones Intercable | 380,674 | (3/84) |
| 18 | Heritage Communications Inc. | 376,496 | (3/84) |
| 19 | Capital Cities Cable, Inc. | 353,041 | (3/84) |
| 20 | UA Cablesystems Corp. | 345,500 | (3/84) |

1. Includes MetroVision, NewChannels, Vision Cable.
2. Includes TCI acquisitions.

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.